



LIFE-LINES (LIFE14 NAT/PT/001081)
Rede de Infraestruturas Lineares
com Soluções Ecológicas

ENTIDADE COORDENADORA

PARCEIROS





Video as a dissemination tool in conservation

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Why using a video as a dissemination tool?

- Videos are informative and focus on visually elevating the content;
- Provide a great level of interaction;
- Dynamic way of documenting the various stages of the project;
- Video is an effective tool for dissemination of information (can be translated into other languages, cross-culture appeal and can have one or varied audiences at the same time)

Video dissemination outputs

20 Teasers/Short videos

20 Thematic Videos (Interviews with basic edition)

Documentary (50m)

Teaser/Short videos

- Videos can be used as testimonials, process explanation and other countless ways;
- Can be used in social media network;
- They can be used together to build visual narratives



FIRST VIDEO

Life lines

SECOND VIDEO

Main
concept

Green
infrastructures

Tasks

Results

Thematic videos

- More detailed interview of the partners, technicians and others
- To be used by *Media*;



Documentary

- To be issued through the television to a wide audience
- Different type of language based on a attractive narrative of natural history
- Can be used also in schools and local cinemas;



And now let's look at the second short
video:

“Infraestruturas verdes”



<https://lifelines.uevora.pt>